



# User Guide for Historically Black Colleges and Universities Toolkit

This material is for HBCU community leaders to communicate directly with their staff, faculty, and students.

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# Your Role as an HBCU Leader

Historically Black colleges and universities (HBCU), their students, and staff represent some of the best and brightest from our Black/African American communities. As a member, administrator, or leader within the community, you are essential at keeping students, faculty, and support staff connected, educated, and informed to guarantee the safety of everyone and generate a positive impact on our health.

Use your influence and share factual COVID-19 prevention tips, vaccine messaging, and encouragement with your students, groups, neighborhoods, and associations.



# Purpose and Goal

The toolkit provides up-to-date information on preventive measures and focuses on dispelling misinformation concerning the COVID-19 vaccines.

Many HBCU students are distrustful of the government and the information they have been seeing since the start of the pandemic. This toolkit builds a bridge based on trust and factual information.

Building vaccine confidence by engaging trusted messengers, such as Black doctors, community leaders, and faith leaders, will be critical to convincing HBCU students to take a vaccine when their turn comes and convincing them to become partners to amplify the messaging of the HHS COVID-19 public education campaign.





# Tools & Resources

## Resources to Help You Help Others

This toolkit features a combination of already existing materials from the [Centers for Disease Control and Prevention \(CDC\)](#) as well as newly developed and culturally tailored materials developed by the [HHS COVID-19 public education campaign](#).

### Within this toolkit you'll find:

- Posters / flyers
- Social media messaging
- Videos
- FAQs and fact sheets
- Talking points
- Facebook Live
- Website content
- CDC resources

We'll regularly update the toolkit, please check back for new resources.





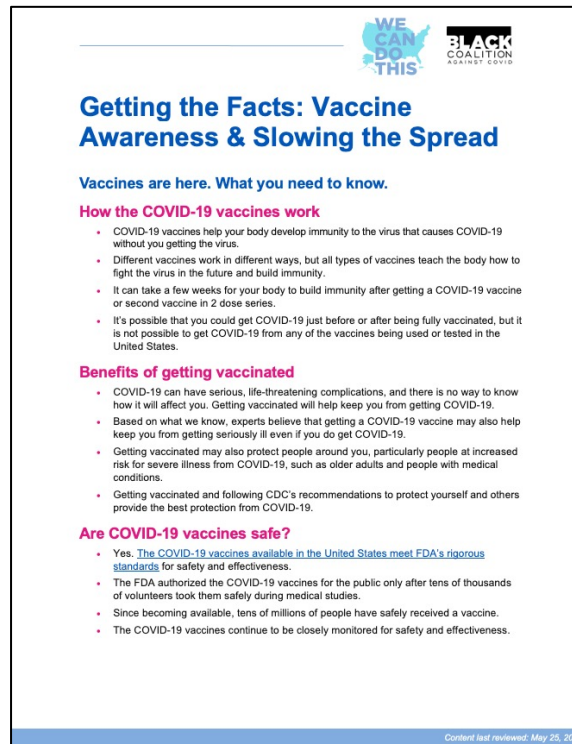
# Fact Sheets

These fact sheets provide a deeper understanding of the COVID-19 vaccines. They give readers confidence in receiving the vaccines and equip them with information to encourage others to do the same.

## Suggestions for Use:

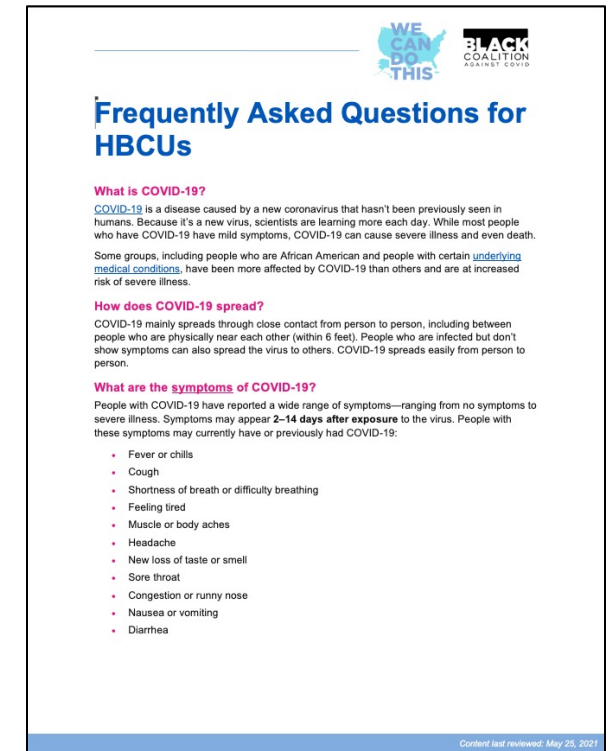
- Email them to students and staff.
- Post them to university websites.
- Make them available at student centers.

## HBCU Getting the Facts



Click [here](#) to download.

## FAQs for HBCU



Click [here](#) to download.

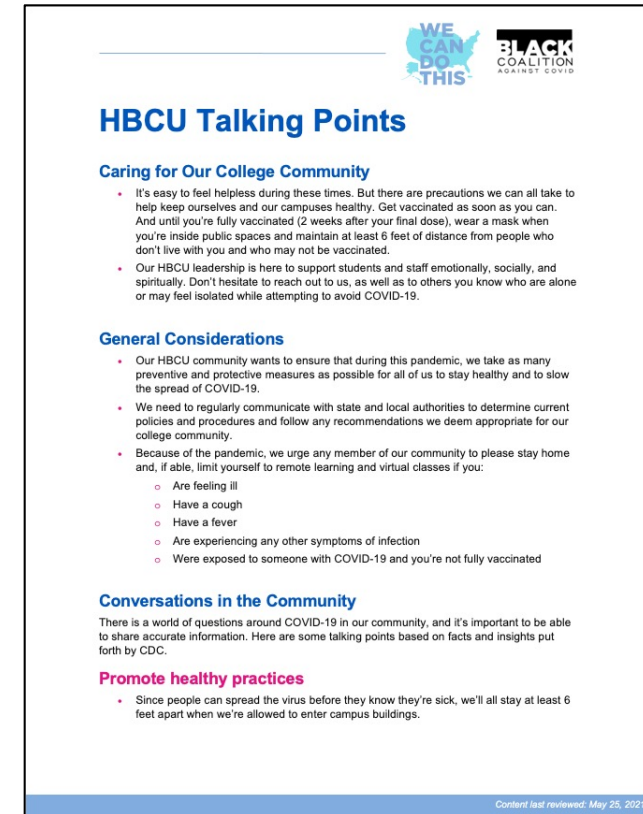
# Talking Points

These easy-to-read talking points equip HBCU communities with vital information on how to keep individuals and our communities safe from COVID.

## Suggestions for Use:

- Share them with students and staff.
- Post them to the university website.
- Make them available at student centers.

## HBCU Talking Points



**HBCU Talking Points**

**Caring for Our College Community**

- It's easy to feel helpless during these times. But there are precautions we can all take to help keep ourselves and our campuses healthy. Get vaccinated as soon as you can. And until you're fully vaccinated (2 weeks after your final dose), wear a mask when you're inside public spaces and maintain at least 6 feet of distance from people who don't live with you and who may not be vaccinated.
- Our HBCU leadership is here to support students and staff emotionally, socially, and spiritually. Don't hesitate to reach out to us, as well as to others you know who are alone or may feel isolated while attempting to avoid COVID-19.

**General Considerations**

- Our HBCU community wants to ensure that during this pandemic, we take as many preventive and protective measures as possible for all of us to stay healthy and to slow the spread of COVID-19.
- We need to regularly communicate with state and local authorities to determine current policies and procedures and follow any recommendations we deem appropriate for our college community.
- Because of the pandemic, we urge any member of our community to please stay home and, if able, limit yourself to remote learning and virtual classes if you:
  - Are feeling ill
  - Have a cough
  - Have a fever
  - Are experiencing any other symptoms of infection
  - Were exposed to someone with COVID-19 and you're not fully vaccinated

**Conversations in the Community**

There is a world of questions around COVID-19 in our community, and it's important to be able to share accurate information. Here are some talking points based on facts and insights put forth by CDC.

**Promote healthy practices**

- Since people can spread the virus before they know they're sick, we'll all stay at least 6 feet apart when we're allowed to enter campus buildings.

Content last reviewed: May 25, 2021

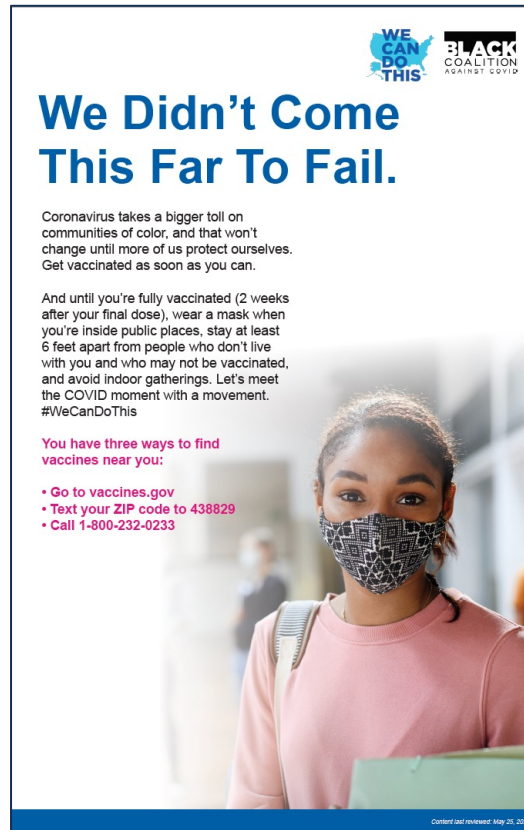
Click [here](#) to download.

# Posters/Flyers

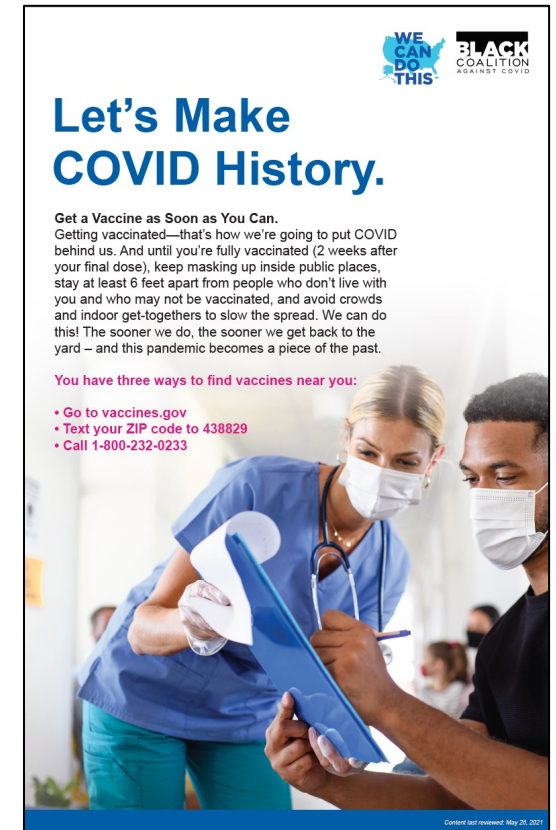
These downloadable posters can be shared, printed, and posted to help foster conversation among HBCU students and make vaccination visible.

## Suggestions for Use:

- Email them to your faculty and staff.
- Integrate them into your newsletters and emails.
- Post them to your website.
- Hang them around campus.



Click [here](#) to download.



Click [here](#) to download.



# Social Media Messaging

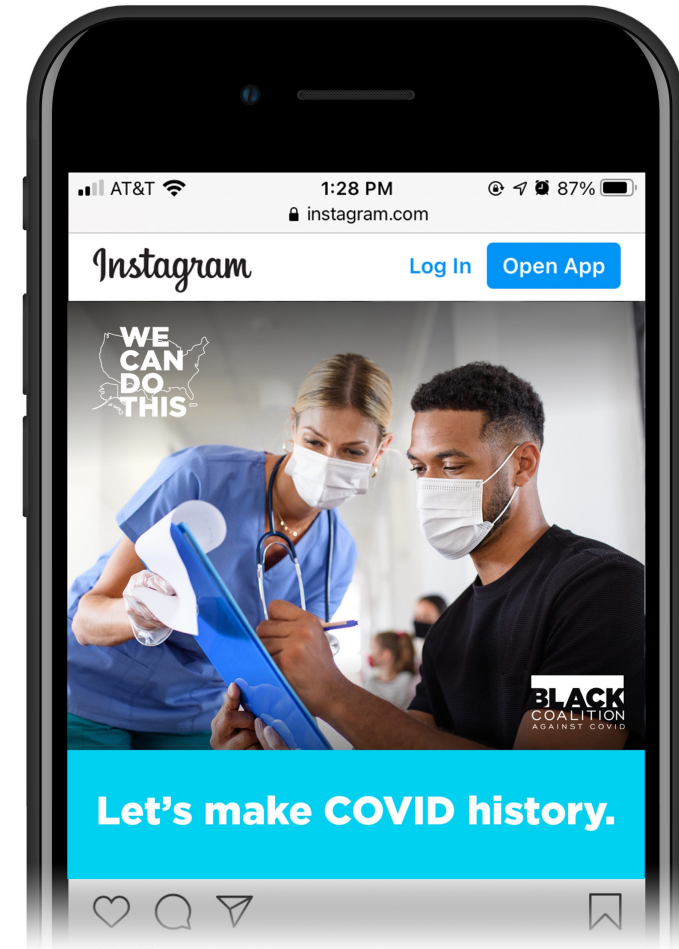
- These social media posts underscore the importance of the vaccines and the CDC guidelines.
- These materials, for use on various social media platforms, portray the values and actions that resonate with HBCU organizations.

## Sample Post:

**Headline:** Let's make COVID history.

**Copy:** Signing up for a vaccine is one way to put COVID-19 behind us. So, until you get vaccinated, keep masking up, staying at least 6 feet apart, and avoiding indoor gatherings to slow the spread. The sooner we do, the sooner we get back to the yard. Learn more at [cdc.gov/coronavirus](https://cdc.gov/coronavirus).

## Sample Post





Click [here](#) to download.

# Live Events

In addition to using social media to share posts, hosting remote live events can help spread important vaccine messaging among school communities. This tip sheet provides sample event ideas, topics, and formats for consideration.

## Live Events



### Live Events & Webinars

#### Overview

Because attending in-person events increases your risk of getting and spreading COVID-19, HBCUs are encouraged to provide virtual alternatives. Just as many other schools and businesses have taken work and learning online, HBCUs can use online tools and social media to host events and share information.

#### Sample Events

- **Live Q&A on Vaccination Experience** (can be a small group)  
This moderated forum lets people hear from a panel of college staff and students who've already been vaccinated. Panel members will share their experiences and take questions from viewers. Example topics to cover include campus quarantine procedures, ways to be social while physically distancing, and how to support isolated friends.
- **Athletes and Campus Student Leader Q&A** (can be a larger group)  
This moderated forum lets people hear from a panel of student leaders and athletes who've either received the vaccines or vaccine education. Panel members can share their experiences, discuss misconceptions, and take questions from viewers.
- **Live Medical Professional Q&A**  
In this moderated forum, students and staff will hear from and ask questions of medical professionals or first responders who serve community.

Examples:

- "Vaccine Fact Versus Fiction—Webinar"  
This forum addresses suspicions and misinformation regarding vaccine development, safety, and side effects.
- "Protect Our Learners—Webinar"  
This forum concerns how we as students and staff can protect ourselves and each other as we engage in remote learning and eventually transition back to life on campus.



Content last reviewed: May 25, 2021

Click [here](#) to download.

# Website Content

This information focuses on CDC vaccine facts and can be posted on HBCU websites. The content is designed to help build vaccine confidence and trust and educate school communities.


## Website Content



### Website Content

**How do I know the vaccines are safe?**

Healthy skepticism about the vaccines is normal. The vaccines were tested in large clinical trials to make sure they meet safety standards. Thousands of clinical trial participants were recruited to see how the vaccines offer protection adults and racial/ethnic minority groups, including Blacks/African Americans. Moving forward, the FDA will continue to monitor the safety of COVID-19 vaccines to make sure even very rare side effects are identified and reported.



- Source: <https://www.cdc.gov/vaccines/covid-19/hcp/mma-vaccine-basics.html>
- Source: <https://www.cdc.gov/vaccines/covid-19/hcp/answering-questions.html>
- Source: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/faq.html>

**What can I do once I'm fully vaccinated?**

According to CDC, if you're fully vaccinated (2 weeks after your final dose), you DON'T have to wear a mask indoors or outdoors in public (except in health care settings), and you DON'T have to keep your distance from other people.

If you're not vaccinated, you should continue to:

- Wear a mask when inside public places.
- Keep at least 6 feet part from people who don't live with you and who may not be vaccinated.
- Avoid crowds and poorly ventilated spaces.
- Wash your hands with soap and water for at least 20 seconds or use alcohol-based hand sanitizer when soap and water are not available.

Vaccinated and unvaccinated people must still follow federal, state, local, tribal, and territorial laws, rules, and regulations. That includes public transportation, airport/airplane, local business, and workplace guidance.

Also, if you have a medical condition or you take medicines that weaken your immune system, you may NOT be fully protected from COVID-19 even if you're fully vaccinated. Talk to your health care provider. Even after vaccination, you may need to continue taking precautions.

**At what point should I get a COVID-19 test?**

There is no limit to how often you can be tested for COVID-19. If you are unsure if you need to get a COVID-19 test? Ask yourself the following questions:

Content last reviewed: May 25, 2021

Click [here](#) to download.



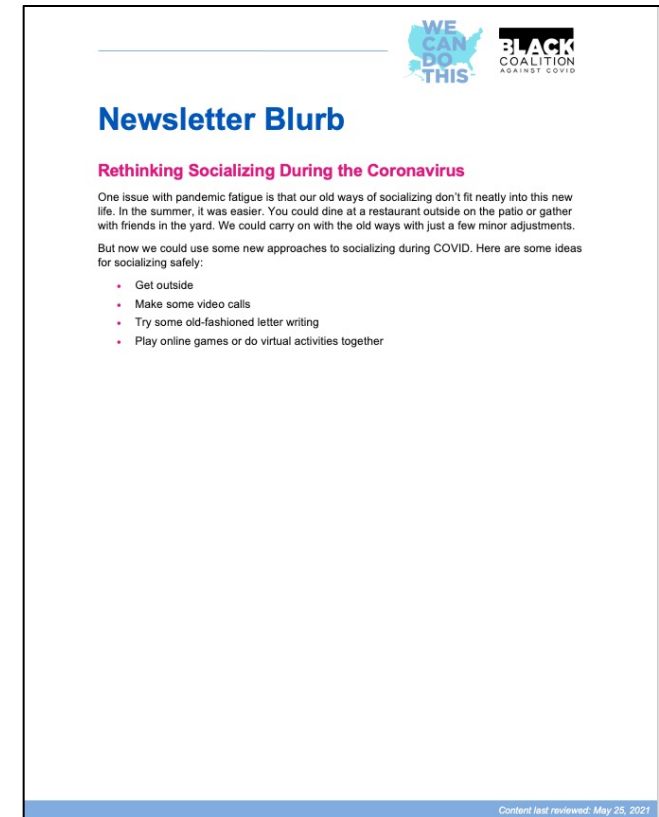
# Newsletter Blurb

Use these blurbs to share messaging on how to safely socialize and slow the spread of COVID-19.

## Suggestions for Use:

- Integrate them into your newsletter(s).
- Post them to your website.

## Newsletter Blurb

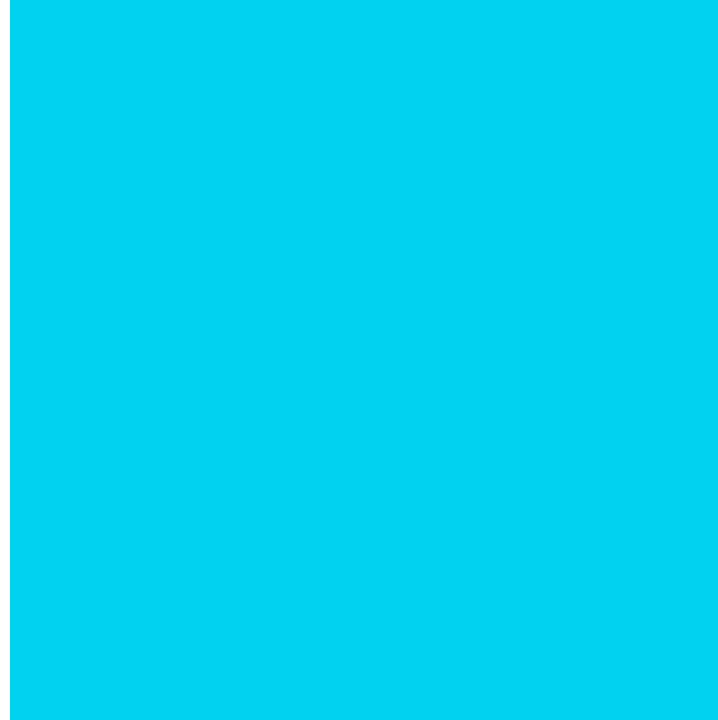


Click [here](#) to download.

# For More Information

In addition to the resources shared here, take a look at CDC's [Community-Based Organizations COVID-19 Vaccine Toolkit](#), which has other materials, such as fact sheets, posters, stickers, and social media examples, to share with students and faculty.

The website is loaded with very useful information. This toolkit is intended to provide better understanding of the facts and build confidence in getting vaccinated. For more information on how to vaccinate with confidence, see [Vaccinate with Confidence](#).



**Thank you, HBCUs, for  
helping prevent and slow the  
spread of COVID-19!**







# We Didn't Come This Far To Fail.

Coronavirus takes a bigger toll on communities of color, and that won't change until more of us protect ourselves. Get vaccinated as soon as you can.

And until you're fully vaccinated (2 weeks after your final dose), wear a mask when you're inside public places, stay at least 6 feet apart from people who don't live with you and who may not be vaccinated, and avoid indoor gatherings. Let's meet the COVID moment with a movement. #WeCanDoThis

**You have three ways to find vaccines near you:**

- **Go to [vaccines.gov](https://vaccines.gov)**
- **Text your ZIP code to 438829**
- **Call 1-800-232-0233**







# Let's Make COVID History.

## Get a Vaccine as Soon as You Can.

Getting vaccinated—that's how we're going to put COVID behind us. And until you're fully vaccinated (2 weeks after your final dose), keep masking up inside public places, stay at least 6 feet apart from people who don't live with you and who may not be vaccinated, and avoid crowds and indoor get-togethers to slow the spread. We can do this! The sooner we do, the sooner we get back to the yard – and this pandemic becomes a piece of the past.

## You have three ways to find vaccines near you:

- Go to [vaccines.gov](https://www.vaccines.gov)
- Text your ZIP code to 438829
- Call 1-800-232-0233







# Frequently Asked Questions for HBCUs

## What is COVID-19?

[COVID-19](#) is a disease caused by a new coronavirus that hasn't been previously seen in humans. Because it's a new virus, scientists are learning more each day. While most people who have COVID-19 have mild symptoms, COVID-19 can cause severe illness and even death.

Some groups, including people who are African American and people with certain [underlying medical conditions](#), have been more affected by COVID-19 than others and are at increased risk of severe illness.

## How does COVID-19 spread?

COVID-19 mainly spreads through close contact from person to person, including between people who are physically near each other (within 6 feet). People who are infected but don't show symptoms can also spread the virus to others. COVID-19 spreads easily from person to person.

## What are the [symptoms](#) of COVID-19?

People with COVID-19 have reported a wide range of symptoms—ranging from no symptoms to severe illness. Symptoms may appear **2–14 days after exposure** to the virus. People with these symptoms may currently have or previously had COVID-19:

- Fever or chills
- Cough
- Shortness of breath or difficulty breathing
- Feeling tired
- Muscle or body aches
- Headache
- New loss of taste or smell
- Sore throat
- Congestion or runny nose
- Nausea or vomiting
- Diarrhea



This list doesn't include all the possible symptoms. For an updated list of symptoms, check out the [CDC website](#). CDC will continue to update the symptom list as more information becomes available.

## PREVENTION ON CAMPUS

### How can I protect myself and others from COVID-19 on campus?

Get a COVID-19 vaccine as soon as you can. Until you're fully vaccinated (2 weeks after your final dose), continue to:

- Wear a mask when you're inside public places.
- Stay at least 6 feet (or two arm lengths) apart for people who don't live with you and who may not be vaccinated.
- Avoid crowds. The more people you're in contact with, the more likely you are to be exposed to or spread COVID-19.
- Wash your hands frequently with soap and water for at least 20 seconds or use hand sanitizer with at least 60% alcohol when soap and water aren't available.

### What can I do if I want to attend classes or student activities, but I'm feeling sick or want to lower the risk of getting sick?

- If you're not feeling well, attend classes and activities online, if available. However, [please stay home](#) and separate yourself from those who live with you if you're sick.
- Follow your school's COVID-19 safety precautions and take the steps recommended to notify administration of your health status.

### I live on campus with a roommate, and we're not yet vaccinated. What are some things we can do to prevent each other from getting and spreading COVID-19?

If you [live in close quarters](#), everyone you live with should:

- Wear a mask when you're inside public places, avoid crowds, and stay at least 6 feet apart from people who don't live with you and who may not be vaccinated.
- Use forms of transportation that minimize close contact with others, such as biking, walking, driving, or riding by car either alone or with your roommate.
- Wash your hands frequently, especially when you return to your room, with soap and water for at least 20 seconds or use hand sanitizer with at least 60% alcohol when soap and water aren't available.

## **My on-campus organization wants to host an in-person event. What are some steps we can take to make that happen?**

Stay up-to-date and follow your school's COVID-19 safety precautions for hosting on-campus events, as well as applicable state laws and regulations. However, [CDC recommends avoiding hosting and attending large in-person events and gatherings](#). Doing so increases your risk of getting and spreading COVID-19. Hosting events virtually continues to be the safest way to gather until enough people are vaccinated in your community.

## **PREVENTION WHILE OFF CAMPUS**

### **I don't have a car and need to use public transportation to get around off campus. What are some ways I can reduce my risk of infection if I'm not fully vaccinated?**

If you must use [public transportation](#):

- Stay informed about the [federal mask requirements](#) on public transit, as well as with local authorities regarding changes to services and procedures.
- Wear a mask when riding public transit and waiting at public transit stops and stations, even outside if it's crowded.
- When possible, practice physical distancing by traveling during nonpeak hours, staying at least 6 feet (about two arm lengths) from people who don't live with you and who may not be vaccinated.
- Avoid gathering in groups at transit stops, and enter and exit buses through the rear entry doors.
- Consider skipping a row of seats between yourself and other riders, if possible.
- Wash your hands frequently, especially before and after your trip, with soap and water for at least 20 seconds or use hand sanitizer with at least 60% alcohol.
- Avoid touching surfaces (such as turnstiles, ticket machines, touchscreens, and fingerprint scanners) as much as possible. If unavoidable, use hand sanitizer with at least 60% alcohol immediately after touching.
- Don't eat or drink on public transit to ensure your mask is on at all times.

### **I typically use a rideshare service, such as Uber, Lyft, or a taxi, when I travel. How can I stay safe from COVID-19 if I'm not fully vaccinated?**

- Stay informed about the federal mask requirements on [public transit](#) as well as with local authorities regarding changes to services and procedures.
- Avoid riding with unmasked drivers or passengers who may not be vaccinated.
- Practice physical distancing by limiting the number of passengers in a vehicle to only those who need to travel with you.
- Avoid sharing rides with multiple passengers who aren't in your household.

- Sit in the back seat in larger vehicles (vans and buses) so you can remain 6 feet (about two arm lengths) away or as far as possible away from driver.
- Ask the driver to open the windows or set the air ventilation to bring in outside air.
- Avoid contact with surfaces passengers frequently touch, such as handles, windows, doorframes, and seatbelt buckles. If unavoidable, use hand sanitizer with at least 60% alcohol after touching.

### My friends and I want to get together. How can we safely hang out together if I'm not fully vaccinated?

In general, the more closely you interact with others and the longer that interaction, the higher the risk of spreading COVID-19. [Activities are safer if:](#)

- You can maintain at least 6 feet of space between you and others. COVID-19 spreads easiest between people who are within 6 feet of each other.
- You hold activities outdoors. Indoor spaces with less ventilation or where it might be harder to keep people apart are riskier.
- You wear a mask. Interacting without masks increases your risk.

### I want to go to an event or party with my friends, but I'm not fully vaccinated. How should I decide if I should go or not?

Ask yourself the following questions before you go out to [decide if going is a good idea or not](#):

- How many **people** will you interact with?
  - Interacting with more people raises your risk and engaging with new people (those who don't live with you) also raises your risk for getting and spreading COVID-19.
- Will the people I interact with be wearing a **mask**?
  - Being in a group or around people who aren't wearing masks increases your risk. Plus, some people have the virus and don't have symptoms, and it's not known yet how often people without symptoms can transmit the virus to others.
- Can you keep 6 feet of **space** between you and others? Will you be outdoors or indoors?
  - The closer you are to other people who may be infected, the greater your risk of getting sick. Keeping your distance from others is especially important for people who are at higher risk of severe COVID-19.
  - Indoor spaces are more risky than outdoor spaces where it might be harder to keep people apart and there's less ventilation.
- What's the length of **time** that you will be interacting with people?

- The more time with people who may be infected, the higher your chances of infection are. Spending more time with your friends also increases *their* risk of infection if you're infected.

### **My friends and I all recently tested negative for COVID-19. Can we still hang out without following guidelines if we're not fully vaccinated?**

It's strongly advised that you still follow COVID-19 safety precautions even if all your friends tested negative. It's possible that someone can test negative, especially if it's early in the infection, and later test positive on a viral test. So even if you test negative, you should still take steps to protect yourself and others by following [CDC guidelines](#).

## **FEELING ILL?**

### **I just tested positive for COVID-19. What steps do I need to take?**

In general, the more closely you interact with others and the longer that interaction, the higher the risk of spreading COVID-19. Take the following steps to [reduce the spread of COVID-19](#):

- Stay home except to get medical care. If you live on campus, follow your school's safety precautions for on-campus residents.
- Notify your school per the school's guidelines and follow the necessary steps for class work.
- Separate yourself from other people. If you live with roommates off campus, isolate yourself and remain in your room. If you need to be around other people, wear a mask.
- Tell your close contacts that they may have been exposed to COVID-19.
- Monitor your symptoms and follow care instructions from your health care provider and local health department.
- Look for warning signs for severe COVID-19. If you're experiencing any of these, seek emergency medical care:
  - Trouble breathing
  - Persistent pain or pressure in the chest
  - New confusion
  - Inability to wake or stay awake
  - Pale, gray, or blue-colored skin, lips, or nailbeds, depending on skin tone

Note that this list isn't all possible symptoms. Talk to your health care provider about any other symptoms that concern you.

- Avoid sharing household items with the people in your home. Any items you use should be washed thoroughly with soap and water or put in the dishwasher.
- Quarantine at home until your health care provider says you can stop. Check out [CDC guidelines](#) for currently recommended time frames for isolating.



## Someone I have recently spent time with tested positive for COVID-19. What should I do if I'm not fully vaccinated?

- The best way to [protect yourself and others](#) is to stay home for 14 days if you believe you have been exposed to someone who has COVID-19.
- Be alert for symptoms. Watch for fever, shortness of breath, or other symptoms of COVID-19.
- Follow your school's COVID-19 safety precautions and take the steps necessary for such things as testing, quarantining, and attending class.

## My roommate tested positive for COVID-19. What are the steps I need to take if I'm not fully vaccinated?

- Follow your school's COVID-19 safety precautions and take the steps necessary for such things as testing, quarantining, and attending class.
- You should stay home for 14 days and be on alert for symptoms of COVID-19. Follow these [guidelines](#) for when to leave your home following quarantine.
- If on campus, follow campus guidelines for COVID-19 quarantining and class attendance.
- If living off campus, have your roommate remain in their room and provide a separate bathroom for them.
- If you need to share a bathroom, your roommate should clean and disinfect frequently touched surfaces in the bathroom after each use.
- Your roommate should stay at least 6 feet away from other household members.
- If you need to share a bedroom with your roommate, make sure the room has good airflow by opening the window and turning on a fan, sleep at least 6 feet apart, sleep head to toe (in the opposite direction of the person next to you), and (if possible) put a curtain or physical divider between beds.
- All roommates who are not fully vaccinated and the ill roommate should [wear a mask](#) when in shared spaces.

## GETTING VACCINATED

### When will the vaccine be available to me?

Vaccines are here now and everyone age 12 and older in the United States can get them. You have three ways to find vaccines near you:

- Go to [vaccines.gov](https://www.vaccines.gov)
- Text your ZIP code to 438829
- Call 1-800-232-0233

## What are the most common side effects after getting a COVID-19 vaccine?

The most common [side effects](#) are pain and swelling in the arm where you received the shot, as well as fever, chills, tiredness, and headache. These side effects may affect your ability to do daily activities, but they should last at most a few days.

## How long does protection from a COVID-19 vaccine last?

CDC currently doesn't know [how long protection lasts](#) for those who are vaccinated. However, it's known that COVID-19 has caused very serious illness and death for a lot of people. If you get COVID-19, you're also at risk of giving it to your loved ones and friends who may get sick. Getting a COVID-19 vaccine is a safer choice.

## Do I need to wear a mask and avoid close contact with others if I'm fully vaccinated?

According to CDC, if you're fully vaccinated (2 weeks after your final dose) you DON'T have to wear a mask indoors or outdoors in public (except in health care settings), and you DON'T have to keep your distance from other people.

Until you're fully vaccinated, you should continue to:

- Wear a mask when inside public spaces.
- Keep at least 6 feet part from people who don't live with you and who may not be vaccinated.
- Avoid crowds.
- Avoid poorly ventilated spaces.
- Wash your hands with soap and water for at least 20 seconds or use alcohol-based hand sanitizer when soap and water are not available.

Vaccinated and unvaccinated people must still follow federal, state, local, tribal, and territorial laws, rules, and regulations. That includes public transportation, airport/airplane, local business, and workplace guidance.

Also, if you have a medical condition or you take medicines that weaken your immune system, you may NOT be fully protected from COVID-19 even if you're fully vaccinated. Talk to your health care provider. Even after vaccination, you may need to continue taking precautions.

Learn more at [cdc.gov/coronavirus](https://cdc.gov/coronavirus).

## If I have already had COVID-19 and recovered, do I still need to get vaccinated with a COVID-19 vaccine?

Yes, [you should still get vaccinated](#) regardless of whether you already had COVID-19. Experts don't know yet how long you're protected from getting sick again after recovering from COVID-19. Also, even if you've already had COVID-19, you could be reinfected with one of the new forms of the virus.

## ADDITIONAL QUESTIONS

### Who can I talk to if I have additional questions?

School administrators are here to provide support. If you have questions regarding COVID-19, preventive measures, or vaccines, please let us know. We'll make sure you have the most recent facts and science-based information. Go to [cdc.gov/coronavirus](https://cdc.gov/coronavirus) or our [local public health department's website](#).



# Live Events & Webinars

## Overview

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Examples:

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- "Protect Our Learners—Webinar"  
This forum concerns how we as students and staff can protect ourselves and each other as we engage in remote learning and eventually transition back to life on campus.





# Newsletter Blurb

## Rethinking Socializing During the Coronavirus

One issue with pandemic fatigue is that our old ways of socializing don't fit neatly into this new life. In the summer, it was easier. You could dine at a restaurant outside on the patio or gather with friends in the yard. We could carry on with the old ways with just a few minor adjustments.

But now we could use some new approaches to socializing during COVID. Here are some ideas for socializing safely:

- Get outside
- Make some video calls
- Try some old-fashioned letter writing
- Play online games or do virtual activities together

# Social Media Graphic Posts

## Overview

Main message is up-to-date information on preventive measures and vaccine confidence. The posts are easy to understand, and the graphics/designs are visually stimulating, colorful images, relatable to their age groups.

### Copy:

The vaccines will help put COVID-19 behind us. The sooner we do, the sooner we get back to the yard. Get your COVID-19 vaccine as soon as you can. Find vaccines near you at [vaccines.gov](https://www.vaccines.gov). #WeCanDoThis

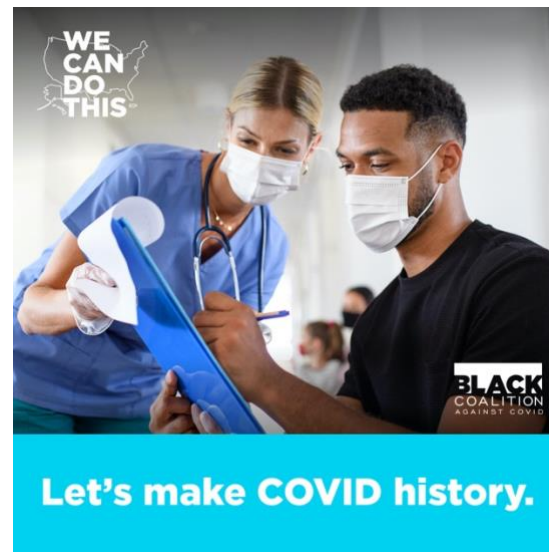
### Image:

The image features a student scheduling his vaccine with a nurse. The headline and post copy serve as an empowering call to action that urges students/staff to get involved in the fight against the virus by getting the vaccine and following safety precautions.

### Text on image:

Let's make COVID history.

Facebook and Instagram (1080 x 1080 pixels)



Click [here](#) to download.

Twitter (1200 x 628 pixels)



Click [here](#) to download.

**Copy:**

Protect yourself and your community. Wear a mask inside public places, stay at least 6 feet apart from people who don't live with you and who aren't vaccinated, and avoid indoor gatherings until you're fully vaccinated. Learn more at [cdc.gov/coronavirus](https://cdc.gov/coronavirus). #WeCanDoThis

**Image:**

This concept, featuring a student engaged in a learning environment. It speaks to misinformation surrounding the vaccine and drives readers to discover trustworthy facts and information at the CDC website.

**Text on image:**

Who wants vaccine facts?

*Facebook and Instagram (1080 x 1080 pixels)*



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**Copy:**

Don't let COVID-19 undo the work it took to get into your HBCU. Get your safe and effective COVID-19 vaccine as soon as you can. Because the sooner we put the coronavirus behind us, the better. Find vaccines near you at [vaccines.gov](https://vaccines.gov). #WeCanDoThis

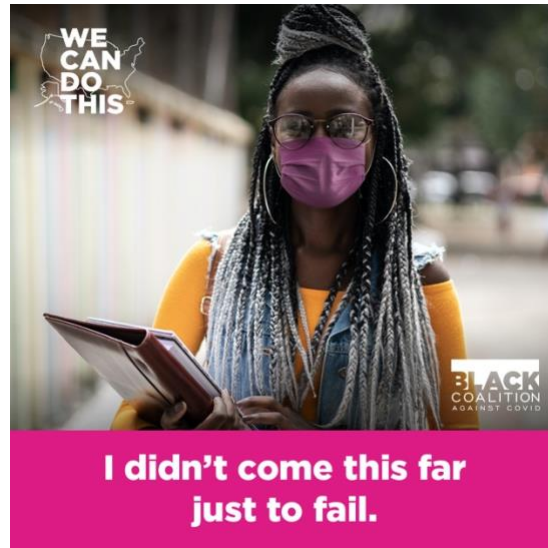
**Image:**

The imagery shows an HBCU student staring directly into the camera accompanied by a message of her intent to not let a virus stand in the way of succeeding at her school.

**Text on image:**

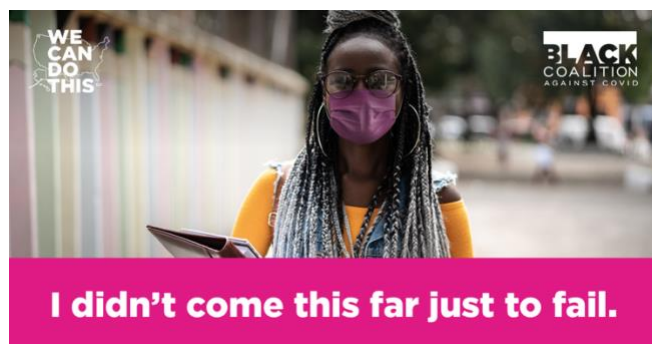
I didn't come this far just to fail.

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**Copy:**

The number of people with immunity to COVID-19 is growing and growing. So, join the club and get a vaccine as soon as you can. Find vaccines near you at [vaccines.gov](https://www.vaccines.gov). #WeCanDoThis

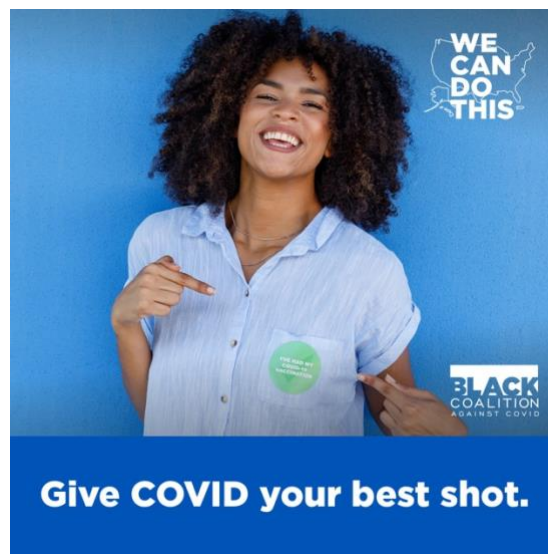
**Image:**

This image features a student receiving their vaccine, encouraging students to get a vaccine and share the news with peers through social media.

**Text on image:**

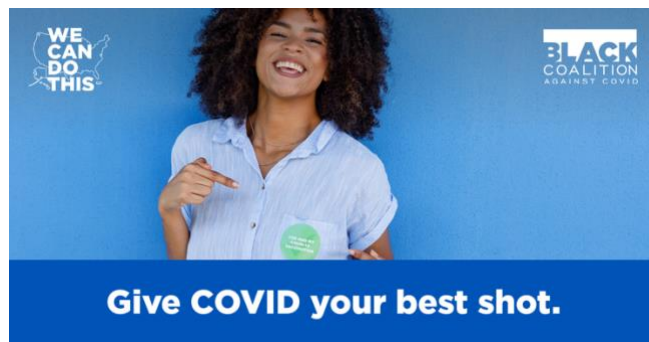
Give COVID your best shot.

*Facebook and Instagram (1080 x 1080 pixels)*



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*Twitter (1200 x 628 pixels)*



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# HBCU Talking Points

## Caring for Our College Community

- It's easy to feel helpless during these times. But there are precautions we can all take to help keep ourselves and our campuses healthy. Get vaccinated as soon as you can. And until you're fully vaccinated (2 weeks after your final dose), wear a mask when you're inside public spaces and maintain at least 6 feet of distance from people who don't live with you and who may not be vaccinated.
- Our HBCU leadership is here to support students and staff emotionally, socially, and spiritually. Don't hesitate to reach out to us, as well as to others you know who are alone or may feel isolated while attempting to avoid COVID-19.

## General Considerations

- Our HBCU community wants to ensure that during this pandemic, we take as many preventive and protective measures as possible for all of us to stay healthy and to slow the spread of COVID-19.
- We need to regularly communicate with state and local authorities to determine current policies and procedures and follow any recommendations we deem appropriate for our college community.
- Because of the pandemic, we urge any member of our community to please stay home and, if able, limit yourself to remote learning and virtual classes if you:
  - Are feeling ill
  - Have a cough
  - Have a fever
  - Are experiencing any other symptoms of infection
  - Were exposed to someone with COVID-19 and you're not fully vaccinated

## Conversations in the Community

There is a world of questions around COVID-19 in our community, and it's important to be able to share accurate information. Here are some talking points based on facts and insights put forth by CDC.

## Promote healthy practices

- Since people can spread the virus before they know they're sick, we'll all stay at least 6 feet apart when we're allowed to enter campus buildings.

- We've taken steps to reduce the number of people congregating inside our campus buildings at the same time. We've created additional options for education and remote learning, including online options (fill in here what other options you have put in place for this).
- We're also increasing our cleaning procedures and are focusing on disinfecting surfaces in high-traffic areas for the benefit of us all. In addition, when possible, we'll open windows to increase indoor air ventilation.
- Vaccines are here and all students and staff can get them. This is no time to let down your guard. Stopping a pandemic requires using all the tools available to us. Getting vaccinated and following CDC's recommendations offer the best protection.

## Promote remaining at least 6 feet apart

- Please follow (provide directions specific to your students and staff) safety precautions and stay at least 6 feet apart from people who don't live with you when sitting or standing.

## Socialize your COVID-19 safety precautions

- Since we want to ensure our whole community is aware of our safety precautions, please help us by sharing this information with your friends, staff, and fellow students. We share this information regularly through our newsletter, bulletins, and social media channels. Please bring this up with your family and friends and follow our safety precautions.
- Please let us know if you've had a positive COVID-19 test and have been in our building. When this happens, we'll contact everyone who was in our building that day and encourage everyone to get tested or stay at home to reduce virus transmission in our services. There is no shame in testing positive for COVID-19. We all need to work together to slow the spread of COVID-19.

## Vaccine Readiness/Confidence

### Safety

- The COVID-19 vaccines have undergone the most intensive vaccine safety monitoring in U.S. history.
- Medical studies have shown that the vaccines are safe and that they work.
- The FDA authorized the COVID-19 vaccines for the public only after tens of thousands of volunteers took them safely during medical studies. The FDA carefully reviewed the vaccines for safety and authorized them because the expected benefits outweigh potential risks.
- Since becoming available, tens of millions of people have safely received a vaccine.
- The COVID-19 vaccines continue to be closely monitored for safety and effectiveness.

## Effectiveness

- Studies show that the vaccines are effective at keeping you from getting COVID-19, teaching your immune system how to recognize and fight the virus.
- The COVID-19 vaccines are highly effective at keeping you from getting seriously ill even if you do get the virus.

## An important tool in stopping the pandemic

- The vaccines are just one of the tools we have to fight the virus.
- We still need to wear a mask when we're inside public spaces, stay at least 6 feet apart from people who don't live with us and who may not be vaccinated, and avoid crowds until we're fully vaccinated (2 weeks after our final dose).
- Getting vaccinated yourself may also protect people around you, especially people at increased risk for severe COVID-19.
- If you get COVID-19, there can be long-term health issues after recovery. We still don't know if you can get COVID-19 again, or how long you might be protected from reinfection.

## Keeping Connected

- Let's reach out and support students and staff who choose not to be physically present in our buildings during these trying times.
- Remember you can safely connect via text, calls, and video.
- Our college community is here to support you emotionally, socially, and spiritually. Don't hesitate to reach out to us and those you know who are alone or isolated to avoid getting COVID-19.
- If you have questions regarding COVID-19, preventive measures, or the vaccines, please let us know. We can ensure you have the most recent fact and science-based information. Go to [cdc.gov/coronavirus](https://cdc.gov/coronavirus) or your [local public health department's website](#).

## Safety Is the Top Priority

The FDA and CDC have the highest standards when it comes to ensuring the safety and effectiveness of vaccines. Their process includes the following procedures:

- ✓ Scientists must first test vaccines extensively in medical studies to ensure they are safe and effective.
- ✓ Before the FDA authorizes a vaccine for use among the public, it ensures its safety by independently:
  - Reviewing the data from the medical studies, and
  - Inspecting the manufacturing facilities.

- ✓ Even after a vaccine has been authorized, the FDA and CDC closely monitor vaccine administration to identify even rare side effects or reactions.
- ✓ The FDA and CDC closely review any reports of side effects or reactions and share these facts with the public.

The extremely rare cases of blood clotting following Johnson & Johnson's Janssen vaccine—just a small number of cases out of millions of vaccinations—show that the FDA and CDC's vaccine safety monitoring systems work and catch even the rarest of reactions.

A thorough investigation has confirmed that Johnson & Johnson's Janssen vaccine is safe and effective.

And doctors have been notified and trained to understand the signs to watch for and the proper course of treatment if blood clots occur.





# Getting the Facts: Vaccine Awareness & Slowing the Spread

**Vaccines are here. What you need to know.**

## How the COVID-19 vaccines work

- COVID-19 vaccines help your body develop immunity to the virus that causes COVID-19 without you getting the virus.
- Different vaccines work in different ways, but all types of vaccines teach the body how to fight the virus in the future and build immunity.
- It can take a few weeks for your body to build immunity after getting a COVID-19 vaccine or second vaccine in 2 dose series.
- It's possible that you could get COVID-19 just before or after being fully vaccinated, but it is not possible to get COVID-19 from any of the vaccines being used or tested in the United States.

## Benefits of getting vaccinated

- COVID-19 can have serious, life-threatening complications, and there is no way to know how it will affect you. Getting vaccinated will help keep you from getting COVID-19.
- Based on what we know, experts believe that getting a COVID-19 vaccine may also help keep you from getting seriously ill even if you do get COVID-19.
- Getting vaccinated may also protect people around you, particularly people at increased risk for severe illness from COVID-19, such as older adults and people with medical conditions.
- Getting vaccinated and following CDC's recommendations to protect yourself and others provide the best protection from COVID-19.

## Are COVID-19 vaccines safe?

- Yes. [The COVID-19 vaccines available in the United States meet FDA's rigorous standards](#) for safety and effectiveness.
- The FDA authorized the COVID-19 vaccines for the public only after tens of thousands of volunteers took them safely during medical studies.
- Since becoming available, tens of millions of people have safely received a vaccine.
- The COVID-19 vaccines continue to be closely monitored for safety and effectiveness.

## What are the possible side effects of the COVID-19 vaccines?

- Most people don't experience any [side effects](#). But when they occur, they are usually mild and last at most a few days. Possible side effects include:
  - Soreness or swelling at the injection site
  - Fever
  - Chills
  - Feeling tired
  - Headache
- These reactions are normal and mean the vaccine is working to help teach your body how to fight COVID-19 if you are exposed.
- If you have pain or discomfort, talk to your doctor about taking an over-the-counter pain relief medicine, such as ibuprofen or acetaminophen, *after* you've been vaccinated.

## When Can I Receive a Vaccine?

Vaccines are here now and everyone age 12 and older in the United States can get them. You have three ways to find vaccines near you:

- Go to [vaccines.gov](https://www.vaccines.gov)
- Text your ZIP code to 438829
- Call 1-800-232-0233

## Key points

- Vaccines are here now and everyone age 12 and older in the United States can get them. This is no time to let down your guard. Stopping a pandemic requires using all the tools available to us. Getting vaccinated and following the CDC's recommendations to protect yourself and others provide the best protection from COVID-19.



- Even if you've had COVID-19, experts still recommend that you get vaccinated, because we don't yet know how long natural antibodies last.
- If you currently have COVID-19, you should wait until after you recover and no longer need to isolate to get vaccinated.
- Vaccines are free of charge to everyone in the United States, regardless of your immigration or health insurance status.
- CDC recommends that [people who have allergies that are unrelated to vaccines or injectable medications](#)—such as food, pet, or latex allergies—get vaccinated.
- If you've ever had a [severe allergic reaction to any ingredient in a COVID-19 vaccine](#), then do NOT take that particular vaccine.

## WE MUST CONTINUE TO SLOW THE SPREAD

Whether you choose to receive the vaccination or not, we must all continue to do our part to slow the spread of COVID-19 and protect our health. Here's what we can do:

- [Wear a mask](#) that covers your nose and mouth.
- [Stay at least 6 feet apart from people](#) who you don't live with, in both indoor and outdoor spaces.
- [Avoid crowds](#).
- Avoid poorly ventilated indoor spaces.
- [Wash your hands often](#) with soap and water. Use hand sanitizer with at least 60% alcohol if soap and water aren't available.



## Safety is the top priority

The FDA and CDC have the highest standards when it comes to ensuring the safety and effectiveness of vaccines. Their process includes the following procedures:

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A thorough investigation has confirmed that Johnson & Johnson's Janssen vaccine is safe and effective.

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# Website Content

## How do I know the vaccines are safe?

Healthy skepticism about the vaccines is normal. The vaccines were tested in large clinical trials to make sure they meet safety standards. Thousands of clinical trial participants were recruited to see how the vaccines offer protection adults and racial/ethnic minority groups, including Blacks/African Americans. Moving forward, the FDA will continue to monitor the safety of COVID-19 vaccines to make sure even very rare side effects are identified and reported.



- Source: <https://www.cdc.gov/vaccines/covid-19/hcp/mrna-vaccine-basics.html>
- Source: <https://www.cdc.gov/vaccines/covid-19/hcp/answering-questions.html>
- Source: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/faq.html>

## What can I do once I'm fully vaccinated?

According to CDC, if you're fully vaccinated (2 weeks after your final dose), you DON'T have to wear a mask indoors or outdoors in public (except in health care settings), and you DON'T have to keep your distance from other people.

If you're not vaccinated, you should continue to:

- Wear a mask when inside public places.
- Keep at least 6 feet part from people who don't live with you and who may not be vaccinated.
- Avoid crowds and poorly ventilated spaces.
- Wash your hands with soap and water for at least 20 seconds or use alcohol-based hand sanitizer when soap and water are not available.

Vaccinated and unvaccinated people must still follow federal, state, local, tribal, and territorial laws, rules, and regulations. That includes public transportation, airport/airplane, local business, and workplace guidance.

Also, if you have a medical condition or you take medicines that weaken your immune system, you may NOT be fully protected from COVID-19 even if you're fully vaccinated. Talk to your health care provider. Even after vaccination, you may need to continue taking precautions.

## At what point should I get a COVID-19 test?

There is no limit to how often you can be tested for COVID-19. If you are unsure if you need to get a COVID-19 test? Ask yourself the following questions:



- Do I have any symptoms of COVID-19?
- Have I been in close contact with someone who has a confirmed case of COVID-19?
- Have I been in any situation or taken place in any activity where it was impossible to socially distance or placed me at a higher risk of getting COVID-19?
- Have I been asked to get tested by my school's health department, my health care provider, or my state's health department?

If you have answered yes to any one of these questions, then you may need to get tested for COVID-19. There are some exceptions, however:

- If you're fully vaccinated with no COVID-19 symptoms, then you don't have to be tested following an exposure to someone with COVID-19.
- If you have tested positive for COVID-19 within the past 3 months and have recovered, then you don't need to get tested following an exposure as long as you do not develop any new symptoms.
- Source: <https://www.cdc.gov/coronavirus/2019-ncov/testing/diagnostic-testing.html>
- Source: <https://www.cdc.gov/coronavirus/2019-ncov/php/contact-tracing/contact-tracing-plan/appendix.html#contact>
- Source: <https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/testing.html>

## What are the symptoms of coronavirus, and how do they compare to the common cold or flu?

People with COVID-19 have reported symptoms ranging from mild to severe illness. Symptoms may appear **2–14 days after exposure** to the virus. People with these symptoms may have had or may currently have COVID-19:

- Fever or chills
- Cough
- Shortness of breath or difficulty breathing
- Fatigue
- Muscle or body aches
- Headache
- New loss of taste or smell
- Sore throat
- Congestion or runny nose
- Nausea or vomiting
- Diarrhea

This list does not include all of the possible symptoms. For an updated list of symptoms, visit [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus). CDC will continue to update the symptom list as more information becomes available.

Because some symptoms of the common cold and flu are similar to COVID-19, it may be hard to tell the difference based on symptoms alone, so testing may be necessary to confirm a diagnosis.

- Source: <https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>

## What's the best mask to wear?

When selecting a mask to wear, there are many choices to choose from. Here are some dos and don'ts when selecting a mask.

Do:

- Select a mask that has two or more layers of washable, breathable fabric.
- Select a mask that completely covers your nose and mouth.
- Select a mask that fits snugly against the sides of your face and doesn't have gaps.
- Select a mask that has a nose wire to prevent air from leaking out of the top of the mask.

Don't:

- Select a mask that is made of fabric that makes it hard to breathe, like vinyl.
- Select a mask that has exhalation valves or vents that allow virus particles to escape.
- Select a mask that is intended for health care workers, including N95 respirators.

The masks that are currently recommended by CDC are:

- Medical procedure masks (also known as surgical masks or disposable masks) not intended for medical use;
- Masks that fit properly (snugly around nose and chin with no large gaps around sides of face);
- Masks made with breathable fabric (such as cotton);
- Masks made with tightly woven fabric (i.e., fabrics that do not let light pass through when held up to a light source);
- Masks with two or three layers;
- Masks with inner filter pockets; and
- Gaiters with two layers or that can be folded to make two layers.

Remember to wear mask when you're inside public places and are around people who don't live with you and who may not be vaccinated. By masking up, we can all continue to slow the spread. For more information on masks, visit [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus).

- Source: <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/cloth-face-cover-guidance.html>
- Source: <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/about-face-coverings.html>
- Source: <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/diy-cloth-face-coverings.html>